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OUR VISION

Durham will be North Carolina's leading City in providing an excellent and sustainable quality of life.

OUR MISSION

To innovatively drive economic prosperity in Durham by:
Revitalizing Durham neighborhoods.
Increasing Durham's commercial tax base.
Assisting in attracting, creating, expanding and retaining businesses.
Fostering a skilled workforce.

DURHAM ECONOMIC DEVELOPMENT LEDGER

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If the Prepared Food Tax Passes...

If the Prepared Food Tax passes in November the citizens of Durham County will have voted to support a one percent alternate revenue source on prepared foods that will provide funding for projects and leverage millions of dollars to enhance living and visiting in Durham. Our neighbors in Wake County (Raleigh) and Hillsborough already have this tax; as do Mecklenburg (Charlotte), Cumberland (Fayetteville), and Dare Counties.

As one contemplates supporting the tax or not, please note that economists estimate the tax will cost the average household about \$1.74 a month, or \$21 each year – even less for lower income households.

In contrast to the small cost to the Durham resident, the tax is expected to generate \$5 million in its first year, with 40% estimated to be paid by visitors and non-resident commuters. Statistically, half of the jobs in Durham are held by commuters and they will now help shoulder the costs of providing a vibrant community in which to work.

The prepared food tax has the support of the Durham City Council and the Durham

County Board of Commissioners, the Durham Chamber of Commerce, Downtown Durham, Inc., the Durham Convention and Visitors Bureau, Preservation Durham, the Museum of Life and Science, St. Joseph's Historic Foundation/Hayti Heritage Center, the Durham Arts Council, the Durham Tourism Development Authority and the Parrish Street Advocacy Group.

Some of the projects that the Office of Economic and Workforce Development would direct are:

Parrish Street Museum without Walls:

The project's goal is to communicate the legacy, themes, and stories of Black Wall Street through inspired works of public art and highly visible interpretative and artistic responses, while complementing the

existing streetscape and generating pedestrian energy on Parrish Street.

Durham History Museum:

The museum would be located in downtown and operating in conjunction with other heritage sites in Durham County. The project includes

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A conceptual representation not an officially proposed design of a possible Parrish Street Common Room.



A conceptual representation not an officially proposed design of a possible Durham History Museum

Helping Durham's Neighborhoods Create Economic Growth

Since 2005, the City of Durham has strengthened its focus on the economic stability and vitality of its low and moderate-income neighborhoods, by creating programs that work to revitalize Targeted Community Development Areas (as shown on the map below). In order to increase public-private partnerships and fuel investment, City Council established a Neighborhood Revitalization Fund, which totaled \$412,428.00 in 2005/2006.

In response to Durham's renewed focus, the Office of Economic and Workforce Development issued a first round of request for neighborhood commercial revitalization proposals in January 2006. This project resulted in the successful funding of various projects, including Union Baptist Church and the Duke-Durham Partnership.

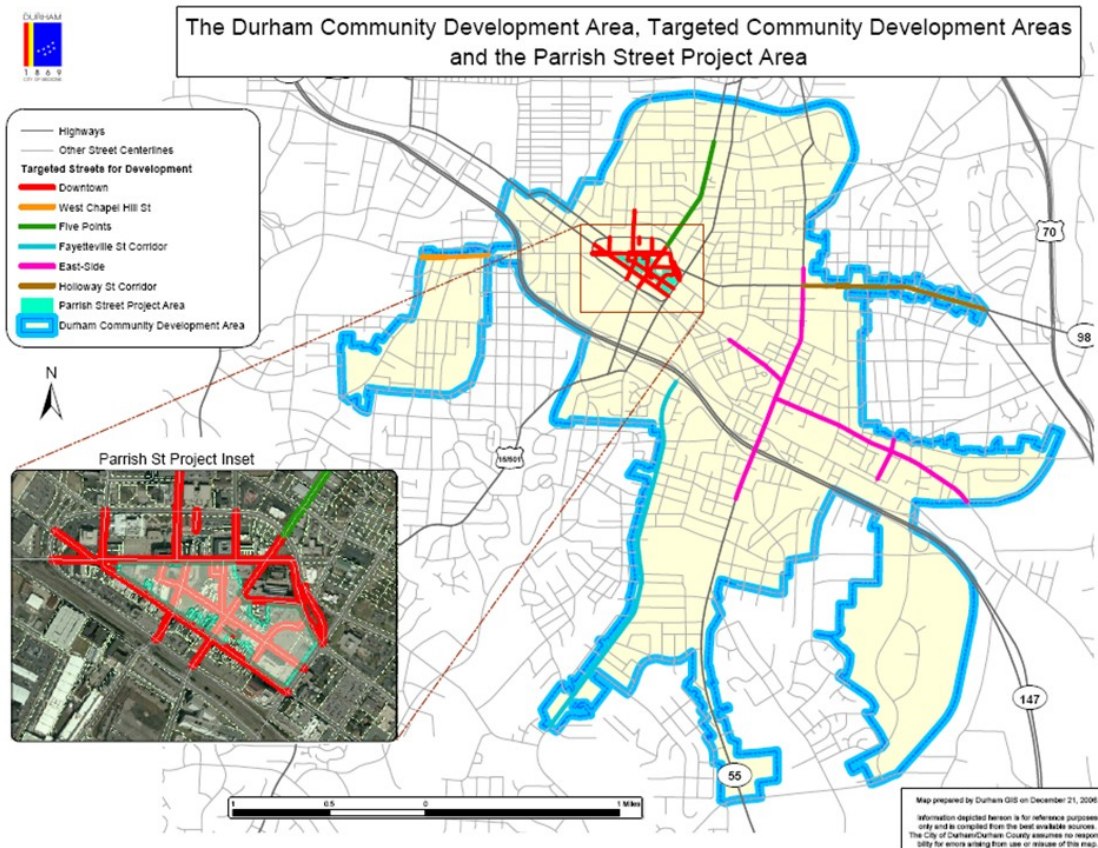
The Neighborhood Revitalization Fund was further increased in 2007, stimulating the Office of Economic and Workforce

Development to issue another round of requests for neighborhood commercial revitalization proposals, in order to develop projects that would act as economic development catalysts in the targeted corridors. The primary goals of this effort are to fund projects that:

- Stimulate economic revitalization by leveraging private investment
- Create additional full-time jobs that pay a livable wage
- Make permanent jobs available to lower income neighborhood residents, including persons who are unemployed
- Increase community involvement and support
- Encourage and assist in the success of other local neighborhood initiatives
- Leverage other funding resources

The Office of Economic and Workforce Development is pleased to be in the process of reviewing, negotiating, and later implementing, several projects now. Starting in June of this year, a committee reviewed ten neighborhood commercial proposals received, and selected the ones that best met neighborhood, departmental, and city-wide initiatives.

One of the selected proposals, which is in the process of ac-



Above map of the TNCA; identifying potential economic development in Durham

Durham's Neighborhoods (con't)

quiring public funding, is Superlatives Fine Foods, LLC, who is proposing to purchase and rehabilitate three adjacent properties at the corner of Angier Avenue and Driver Street. The first phase of development will be construction of a restaurant, offering meals from breakfast until dinner. The second proposed phase will be the creation of an internet café, helping to

provide a place for residents to gather, complete homework, and connect with employment opportunities. Finally, these plans include the opening of a neighborhood grocery store, also located on Angier Avenue.

The Office of Economic and Workforce Development is energized to continue this process of furthering the

commercial development of Durham's neighborhoods, as we are in the review process of numerous other neighborhood commercial development proposals. For more information about our other initiatives, please visit <http://www.durhamnc.gov/departments/eed/> or call 560-4965.

Maximizing Small Business Success in 2008

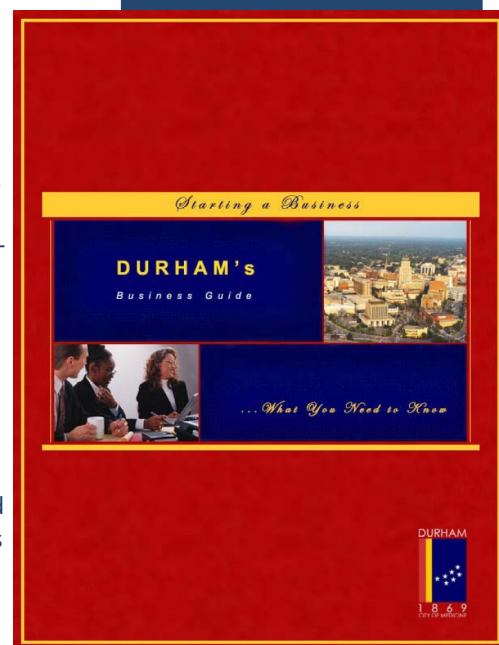
The City of Durham's Small Business Program and the Small Business Advisory Committee was established in 1998. Its mission is to provide technical assistance to startup, existing, and expanding small businesses in Durham, with a particular focus on businesses with 25 or fewer employees in order to maximize their business success and growth. This is done through collaborative outreach, research, and advocacy of innovative programs and economic development strategies to help small businesses.

Our current focus is the implementation of the Small Business Comprehensive Plan approved April 2007. This

entails developing strategies to assist with business development in targeted neighborhoods. We are currently planning a neighborhood business development forum. We continue to provide advocacy, technical and financial assistance to our clients. We also work in collaboration with other small business agencies and our local educational institutions.

The following are a few of our accomplishments: conducted annually three targeted neighborhood Small Business Forums, developed small Business Comprehensive Plan, assisted our office in providing services to over 200 small business clients in the following areas: technical,

financial, marketing and advocacy assistance, completed Small Business Guide, conduct networking events, conduct seminars in conjunction with other agencies (i.e. Microsoft, conducted Latin American and Caribbean Business Opportunities, expanding Markets to Africa), hosted Capital Opportunities Roundtable, co-hosted Export Seminars and developed financial oversight committee.



To download a copy of our Small Business Guide go to:
http://www.durhamnc.gov/departments/eed/pdf/starting_business_guide.pdf

If the Prepared Food Tax Passes... (con't)

design and construction of a facility and the development of a core museum collection.

Minor League Baseball Fan Experience & National Museum:

The project includes the construction of a 60,000 - 70,000 sq. ft. facility that allows visitors to experience Minor League Baseball's rich history. Exhibits in the facility will blend artifacts and modern technology to trace the events of Minor League Baseball.

Parrish Street Common Room:

The common room will devote 5,000 sq. ft. to explore the themes, alliances, artifacts, and partnerships of Parrish Street.

Revenues will be used to design and build an educational room and install exhibits.

In addition to the projects listed above: approximately \$250,000 of the revenue will be set aside to help train Durham residents for jobs in the hospitality industry. Partnerships with North Carolina Central University, Durham Technical Community College and Durham Public Schools are anticipated.

What's Going on with OEWD?



Councilmen Eugene Brown Visiting OEWD's booth at Centerfest.



OEWD receives award from 2007 7 Stars Chair John Read for the department that raised the most money for a departmental special event for City of Durham's 7 Stars Community Giving Campaign for 2007!



OEWD Team Members touring the new Durham Performing Arts Center facility

OEWD GETS AWARD FOR PUBLIC PRIVATE PARTNERSHIPS

The International Economic Development Council (IEDC), one of the premier economic development organizations in the world, awarded Durham Honorable Mention in the Public-Private Partnership category for their Excellence in Economic Development Awards. OEWD won in the category of cities with a population of 200,000 and above. Each year they name a winner and an Honorable Mention in this category. We competed against cities in this category across the country and OEWD was given the honor of an honorable mention!

Good things are truly happening in Durham!